

DriveCam Video Systems Initiates Pilot Program for Commercial Fleets -

Program to measure loss reductions for fleets using the DriveCam video event recorder-
http://www.drivecam.com/press4_10_01.htm

SAN DIEGO, Calif. - April 10, 2001 -DriveCam Video Systems, an innovator in vehicle safety systems, announced that it has initiated a twelve-month pilot program with four commercial fleets to evaluate the reduction in losses resulting from the installation of the DriveCam video event data recorder. DriveCam is a palm-sized video recorder mounted behind a vehicle's rearview mirror that captures everything a driver sees and hears in the 20 seconds before, during and after an unusual driving incident. In the pilot program, 150 vehicles will be used to evaluate the impact of DriveCam on the frequency and severity of damage caused by unsafe driving.

DriveCam's wide-angle camera captures unsafe driving experiences, referred to as "events." Fleets, including passenger transportation, limousine, ambulances and service vehicles, are using DriveCam's event recordings as a part of a complete Driving Feedback System that provides drivers and their managers with accurate, unbiased feedback on their driving performance. Currently, DriveCam is installed in over 1,000 commercial vehicles.

Tran-Star Executive Transportation Services in North Babylon, N.Y., is one of the fleets in the pilot program. Within weeks of installing DriveCam in its 65 vehicles, the company began experiencing loss reductions. In addition, the company has used DriveCam event recordings as evidence in accident disputes to prove its vehicles were not at fault.

"DriveCam adds another dimension to the fleet management process," said Steven Paul, Tran-Star president and CEO. "It gives fleet managers the opportunity to evaluate a driver's response to unexpected situations. In addition to reducing accident claims, it gives our managers the ability to counsel drivers about their specific driving habits, such as hitting curbs, cornering too fast, or accelerating too rapidly. This facilitates safe driving and ultimately can lower our operating costs."

In the efforts of cost containment, insurance carriers and fleet managers are actively looking for ways to improve fleet operations. Carriers encourage programs such as improved driver selection processes, certification programs, driver training, employee incentives and regular vehicle maintenance. Increasingly, DriveCam is being viewed by the industry as an effective loss control system.

"Fleets using DriveCam have already experienced a reduction in insurance premiums of up to 20 percent due to fewer losses and faster claims processing," said Ed Andrew, president of DriveCam Video. "The data gathered in this pilot study will be used to further demonstrate the benefits of DriveCam to fleet operators and the insurance industry."

DriveCam's digital recording allows fleet managers to easily view an event on a TV, camcorder or personal computer. Seeing and hearing an event just as the driver did provides them with valuable feedback that can be used to improve driving habits. The complete Driving Feedback System includes a manager's guide, driver guide, videotape and Event Manager software for logging and tracking vehicle events.

About DriveCam Video Systems

DriveCam Video Systems is an innovator in the development of vehicle safety products that improve driver and traffic safety. Based in San Diego, the company's DriveCam video event recorder is part of a complete Driving Feedback System used by vehicle fleets to promote safety and reduce accidents. DriveCam's event recordings are being used to dramatically reduce the time required to process insurance claims, thus lowering costs for insurance companies and the fleets they insure. Additional information is available at www.drivecam.com.